Proposal for a clustered pair of courses integrating Operations and Productions Management (BUSA 330) and Economic Geography (GEOG 215).

The instructors of these courses propose they be linked as a clustered pair. Each instructor will attend both sets of classes and integrate business operations, human and physical geography and transportation operations.

The instructors see clear areas of integration in the discussion of new product development, industrial site location, facility design, production planning, population dynamics, urban and rural change and the impact of geography on project planning. The instructors plan to integrate the syllabus to coordinate the discussion of these topics as well as the topics which are not explicitly linked between the classes. The instructors plan to use a variety of resources and techniques of teaching. Resources include demographic data from the Census and other sources, GIS and statistical techniques, linear programming, case studies, multi-level student/team projects, and traditional lectures.

Course descriptions

BUSA 330 CATALOG DESCRIPTION:
Production Management is a survey course covering major management systems used in manufacturing or operations areas of organizations. Subject matter will address Industrial Engineering, Statistical Quality Control, Materials Requirements Planning, Just-In-Time Inventory Management, and Program Evaluation and Review Techniques. Extensive review is also given to historical contributors and concepts related to Total Quality Management, Re-engineering, and Time Based Strategies. (See page 88 of the 1998-2000 College Catalogue)

PREREQUISITES:
BUSA 207, BUSA 333

COURSE OBJECTIVES:

- Develop team problem-solving skills.
- Utilize quantitative models and appropriate technology to solve Production/Operations problems.
- Understand Production/Operations Management Concepts including:
    - Industrial Engineering
    - Materials Requirements Planning
    - Just-In-Time
    - Economic Order Quantity
    - Reorder Point
    - Statistical Quality Control
    - Program Evaluation and Review techniques

- Demonstrate above understanding through oral and written communication.

TEXT:
Production Operations Management, 6th edition, William J. Stevenson, Irwin McGraw Hill, Prentice Hall (1999)

GRADING:
Grades are based on quizzes, tests, homework, class participation, and a team presentation.

COMMUNICATION COMPONENT:
The course requires a variety of writing assignments and a team presentation.

215 Economic Geography, 4 credits

A study of resource location and utilization, population and labor force characteristics, and the production and distribution of goods and services in selected regions of the world.

While this class is based on the premise that "location" still matters, it also explores how this premise has changed for different economic activities due to advances in communications technologies. The class surveys many of the location and spatial concepts which have become the theoretical foundation of much of the work in Social, Human and Economic Geography. We will derive basic micro-economic, decision-theoretical, managerial, organizational, and transaction-theoretical principles underlying consumer, commercial, industrial and governmental behavior in physical, economic, transportation and communication (including cyber-) space. We will discuss these principles in the context of past, contemporary and foreword-looking conceptual frameworks.
This theoretical discussion will draw upon "real world" examples from a wide variety of specific spatial choice situations, including choices related to residence, recreation, employment, migration, communications (education, advertising, location on the Web), shopping, marketing, health care, and industrial investments. The discussion will cover (potentially) all spatially-significant activities in the private, corporate and public sectors, including spatial behaviors affected by government regulations, i.e. spatial behaviors in uncertain, complex and ambiguous environments at local, national and international levels.

Course Materials:

- Stutz, F., deSouza, A. 1998. *The World Economy: Resources, Trade, and Development*. Upper Saddle River, NJ: Prentice-Hall, Inc.
- Hoover, Edgar M. and Frank Giarratani, An Introduction to Regional Economics Online Text at: http://www.rri.wvu.edu/WebBook/Giarratani/contents.htm